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(54) Title: METHOD FOR EMBEDDING LINKS TO A NETWORKED RESOURCE IN A TRANSMISSION MEDIUM

## (57) Abstract

A method for providing a link between an information signal (98, 100) (such as a broadcast and cable television and/or radio signals) and networked resources (such as the Internet) comprising the steps of embedding access information in a transmission medium, the access information adapted to provide access to content of the networked resource relevant to content of the information signal, transmitting the information signal and the access information (98, 100), receiving the information signal and the access information at a user terminal, extracting the access information from the transmission medium, utilizing the access information to access the networked resource with an access signal (102, 104), and displaying content of the networked resource on the user terminal corresponding to the access information. Embodiments are provided wherein the information signal (98, 100) is provided by the networked resource provider or a distinct audio/video signal content provider (94) via wired (98) and wireless (100) means.

